



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Promotion

**BUSINESS SERVICES MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

**21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

**PERFORMANCE INDICATORS**

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- Explain the nature of a promotional plan.
- Explain the types of promotion (i.e., institutional, product).
- Identify communications channels used in sales promotion.
- Explain the concept of marketing strategies.
- Describe factors used by marketers to position products/services.

## **EVENT SITUATION**

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You are to assume the role of the director of marketing for TOP TIER, a luxury motor coach service located in a large city. The owner of the company (judge) has asked you to create a promotional plan that will market the company to businesses in the area.

TOP TIER is located in a capital city of 600,000 people. The company provides motor coach services to a major metropolitan area and airport hub roughly 200 miles away. TOP TIER's fleet of six motor coaches are the same size as regular coach vehicles, but only allow for 22 passengers. Fewer seats allow for more personal space, ample legroom and further seat recline. Each TOP TIER coach has all leather seats, free Wi-Fi, charging capabilities, satellite television and an attendant that offers complimentary snacks and beverages. It truly is considered first-class transportation.

TOP TIER charges passengers \$100.00 each way for the 215-mile journey to the large city's major airport. The majority of customers that use TOP TIER are business travelers, yet the company does not have business contracts for transport to/from the hub airport.

The owner (judge) wants to expand TOP TIER to include business contracts but thinks only promoting airport transport services is too limiting. The owner (judge) wants you to create a promotional campaign that will offer airport shuttle services and chartered services for group events to business owners in the TOP TIER area. The owner (judge) wants your promotional campaign to include marketing strategies, communications channels and specific types of promotion that will best market to businesses.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE ROLE-PLAY CHARACTERIZATION**

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You are to assume the role of the owner of TOP TIER, a luxury motor coach service located in a large city. You have asked the director of marketing (participant) to create a promotional plan that will market the company to businesses in the area.

TOP TIER is located in a capital city of 600,000 people. The company provides motor coach services to a major metropolitan area and airport hub roughly 200 miles away. TOP TIER's fleet of six motor coaches are the same size as regular coach vehicles, but only allow for 22 passengers. Fewer seats allow for more personal space, ample legroom and further seat recline. Each TOP TIER coach has all leather seats, free Wi-Fi, charging capabilities, satellite television and an attendant that offers complimentary snacks and beverages. It truly is considered first-class transportation.

TOP TIER charges passengers \$100.00 each way for the 215-mile journey to the large city's major airport. The majority of customers that use TOP TIER are business travelers, yet the company does not have business contracts for transport to/from the hub airport.

You want to expand TOP TIER to include business contracts, but you think that only promoting airport transport services is too limiting. You want the director of marketing (participant) to create a promotional campaign that will offer airport shuttle services and chartered services for group events to business owners in the TOP TIER area. You want the promotional campaign to include marketing strategies, communications channels and specific types of promotion that will best market to businesses.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. How could added business contracts negatively affect our regular customers?
2. Should we offer special pricing for business contracts or keep our base fee of \$100/person?

Once the director of marketing (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of marketing (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

| Level of Evaluation  | Interpretation Level                                                                                                                                                                                                                                                                                                                          |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Exceeds Expectations | Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.                                                                                                                            |
| Meets Expectations   | Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.                    |
| Below Expectations   | Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator. |
| Little/No Value      | Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.                               |



## BUSINESS SERVICES MARKETING SERIES 2021

### JUDGE'S EVALUATION FORM ICDC PRELIMINARY 1

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Promotion

| Did the participant:                  |                                                                   | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|-------------------------------------------------------------------|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b>         |                                                                   |                 |                    |                    |                      |              |
| 1.                                    | Explain the nature of a promotional plan?                         | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 2.                                    | Explain the types of promotion?                                   | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 3.                                    | Identify communications channels used in sales promotion?         | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 4.                                    | Explain the concept of marketing strategies?                      | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 5.                                    | Describe factors used by marketers to position products/services? | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| <b>21<sup>st</sup> CENTURY SKILLS</b> |                                                                   |                 |                    |                    |                      |              |
| 6.                                    | Reason effectively and use systems thinking?                      | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 7.                                    | Make judgments and decisions, and solve problems?                 | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 8.                                    | Communicate clearly?                                              | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 9.                                    | Show evidence of creativity?                                      | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 10.                                   | Overall impression and responses to the judge's questions         | 0-1             | 2-3                | 4                  | 5-6                  |              |
| <b>TOTAL SCORE</b>                    |                                                                   |                 |                    |                    |                      |              |